DOCUMENT RESUME

ED 416 859 IR 056 826

TITLE	Adult Programming: A Manual for Libraries. RUSA Occasional Papers, Number 21.
INSTITUTION	American Library Association, Chicago, IL. Reference and User Services Association.
ISBN	ISBN-0-8389-7891-6
PUB DATE	1997-00-00
NOTE	57p.
AVAILABLE FROM	ALA Order Fulfillment, 155 East Wacker Drive, Chicago, IL 60611; phone: 1-800-545-2433 ($22).
PUB TYPE	Books (010) -- Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Adult Programs; Adults; Libraries; Library Funding; Library Planning; *Library Services; *Program Implementation; Public Relations; Publicity; User Needs (Information); *Users (Information)

ABSTRACT

Programming effectively meets informational, educational, and recreational needs of adult library users, but often receives less attention than other services. This program planning guide demonstrates that adult programming is an essential library service appropriate for a wide variety of libraries, and provides practical assistance in planning programs. Whether it be book discussions or computer instruction, successful programs have a tremendous public relations value for enhancing the positive image of the library. This step-by-step guide goes through the nuts and bolts of programming--from how to assess the community for program potential to how to do evaluation and follow-up. It also covers how to generate ideas for programs and select a topic, and how to determine the best formats for programs. In addition, the book provides guidance on how to find funding for programs, how to recruit participants, and how to publicize programs. Appendices include: sample programming policy statement; program planning form; program planning checklist; sample press release; sample public service announcement; audience evaluation form; program report and evaluation form; selected bibliography; and list of standard reference sources helpful in planning programs. (Contains 79 references.) (SWC)

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